



Business Engagement Committee

Hub Manager Tool Box Plan of Action

July 11, 2013

STEM Entrepreneurship & Business Engagement 2014 Toolbox

Focus Areas for 2014

- ✓ Creating a local 1 to 1 teacher (k-12) /business engagement model with economic developers and school districts.
- ✓ Expanding business and entrepreneurial professional development resources for k-12 teachers.
- ✓ Enhancing Iowa's culture of STEM-related business and entrepreneurship through youth and educators.

Focus area	Objectives	Activities
Pilot Local 1 to 1 Teacher(k-12) /Business Engagement Model with School Districts and Economic Developers	To launch a phased communications campaign to promote the benefits of connecting each Iowa classroom to at least one Iowa Business, Industry, and/or entrepreneur.	Provide managers with presentation materials and message(s) for communicating with the business community and educators on the interdependence of both groups.
	To promote a STEM Classroom Needs Inventory (survey) as tool for early adaptor economic developers and school districts within each STEM Region.	Identify early adaptor economic development organizations and school districts for 1 to 1 Business Model through presentations to Iowa's 17 Regional Marketing Groups (two to four per Hub region).
	To promote a Local Business/Industry STEM Resource Inventory for STEM to early adaptor economic developers and businesses within STEM Regions.	Identify early adaptor economic development organizations and school districts for 1 to 1 Business Model through presentations to Iowa's 17 Regional Marketing Groups (two to four per Hub region).
	To evaluate the merit of a web based portal for matching educator needs to business/industry and trade association resources - similar to http://www.getstem-mn.com/ .	Explore prospective vendors and RFP requirements for creating a matching site.
	To create an online repository of 1 to 1 Teacher/Business Resources for teachers and prospective STEM business mentors, speakers, and partners (Department of Education site).	Research existing video resources that may be promoted to Iowa teachers and mentors.

Focus area	Objectives	Activities
Expand Business and Entrepreneurial Professional Development Resources for Iowa's k-12 Teachers	To pilot at least one TEACHER STEM Business and Industry Tour per Economic Development Marketing Region. Tours will increase teacher and administrator awareness of local workforce needs, co-working spaces, incubators and business accelerators.	Provide managers with a tour model to share when recruiting economic development and chambers of commerce directors to host/coordinate tours.
	To increase the number of Teacher Externships in Iowa business and Industry during 2014.	Provide managers with marketing materials to present to prospective participants (teachers and businesses).
	To increase participation of Iowa teachers to receive STEM business and entrepreneurship related professional development.	Develop a statewide inventory of existing STEM business and entrepreneurship training opportunities and resources for k-12 educators. To work with the Jacobson Center for Youth Entrepreneurship to pilot new STEM entrepreneurship curriculum.
	To create additional opportunities for teacher professional development (and student growth) through meaningful participation in Iowa's existing business and technology events (e.g., Technology Association of Iowa, ABI, i2Iowa, Innovation Expo and Prometheus Awards.)	Recruit Iowa business and technology related associations to partnering in expanding the focus of their activities and events to include and encourage k-12 teacher participation.

Focus area	Objectives	Activities
<p>Enhance Iowa's Culture of STEM-Related Entrepreneurship/Business through Youth and Educators</p>	<p>To offer at least one STEM Be Your Own Boss Entrepreneurship/ Creative Thinking Camp per STEM Hub region during 2014.</p>	<p>Schedule training dates for managers with the Jacobson Institute for Youth Entrepreneurship.</p> <p>Recruit community college, AEA, school district educators, and economic development partners for first camp.</p>
	<p>To develop an engaging program for educating students and teachers about Iowa's current and past culture of STEM business/ entrepreneurship and our "rock star" business leaders and student entrepreneurs.</p>	<p>Partner with the Lt. Governor's Entrepreneurship Taskforce to outline a program "pilot."</p> <p>Conduct focus groups of students, educators, and parents to determine impact and interest in pilot message and format.</p>

Appendix I

STEM COUNCIL MANDATE (November 21, 2012)

Business engagement/development

Recommended by working group: *Public/Private Partnerships and Mapping STEM Education to Economic Development, STEM Learner Readiness for Post-Secondary Education and Career, STEM Education Policy*

Overview: A high priority for the Council, but one that needs guidance, leadership. A few great private sector partners contribute time, talent, and dollars to our cause but we really need to grow engagements.

What's been done so far: Model private sector partners are represented on our Council. Director Durham has some ideas for incentivizing business engagement. An account is being established to intake contributions for STEM programming. Nine businesses contributed to a small fund to hire a grant consultant this year.

What your Council needs from you... an Instruction Manual for engaging Iowa's hundreds of STEM-related companies in our STEM initiative. Might include:

- 1) Guidelines and advice for our regional managers to forge partnerships and seek investment;
- 2) Suggestions for Iowa's STEM-related companies to contribute their time, talents, and trinkets toward the betterment of STEM in Iowa.

Appendix II

Background Notes from Lt. Governor's Entrepreneurship Task Group

- Tell the stories of Iowa's entrepreneurs. One of the first/main questions - what was the moment that made you an entrepreneur?
- Connect teachers and administrators with their local co-working spaces, incubators and accelerators through a field trip, hosted reception or off site in service meetings.
- Invite teachers and students to be part of startup fairs, pitch & grows, etc. and work with event organizers to reserve some space for students to pitch/demo/display at the events
- Stream the 1 Million Cups pitches happening each week to participating classrooms and have students email/text/chat back feedback, suggestions and questions
- Create more easy/quick/doable ways to integrate students into existing entrepreneur events, especially the big statewide ones (Prometheus Awards, i2Iowa, Innovation Expo)

Key Areas of Emphasis from the Lt. Governor's Entrepreneurship Task Group

1. Get students to participate in fun and engaging competitions
2. Create incubators and/or CAPS-like schools
3. Expand internships – connect STEM students and teachers with entrepreneurs
4. Expose teachers to new curriculum – better training for teachers

Get out the message of Iowa's start-ups - increased exposure